



THE MIGRATING MURAL

art, conservation, community, education



THE MIGRATING MURAL is a series of murals highlighting endangered and imperiled animals along migration corridors they share with humans.

Our goal is to create a multi-disciplinary storytelling platform that beautifies the local environment while creating powerful tools to drive support, engagement, and education focused on species and ecosystems under threat.

The first Migrating Mural featured the endangered Sierra Nevada bighorn sheep through a series of six murals along a 120-mile stretch of California's Highway 395.



“Conservation work is often done far from the public eye. The Migrating Mural is a unique and beautiful way to communicate our need to protect endangered wildlife and the ecosystems upon which they rely.”

--Dr. Tom Stephenson, California Department of Fish and Wildlife Sierra Bighorn Recovery Program



MEDIA

Ink Dwell installations become front-page news in their respective markets and capture national and international attention.

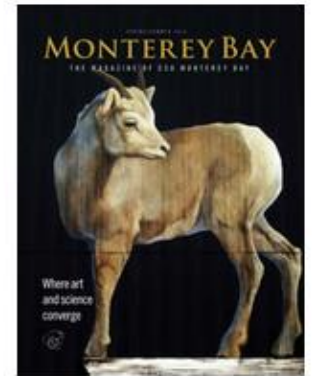
JUXTAPOZ



Smithsonian.com

**FAST
COMPANY**

Outside
LIVE BRAVELY



**SCIENTIFIC
AMERICAN**



Instagram

The New York Times

TIME

Los Angeles Times



Audubon

VICE

Slate

DiscoveryNews

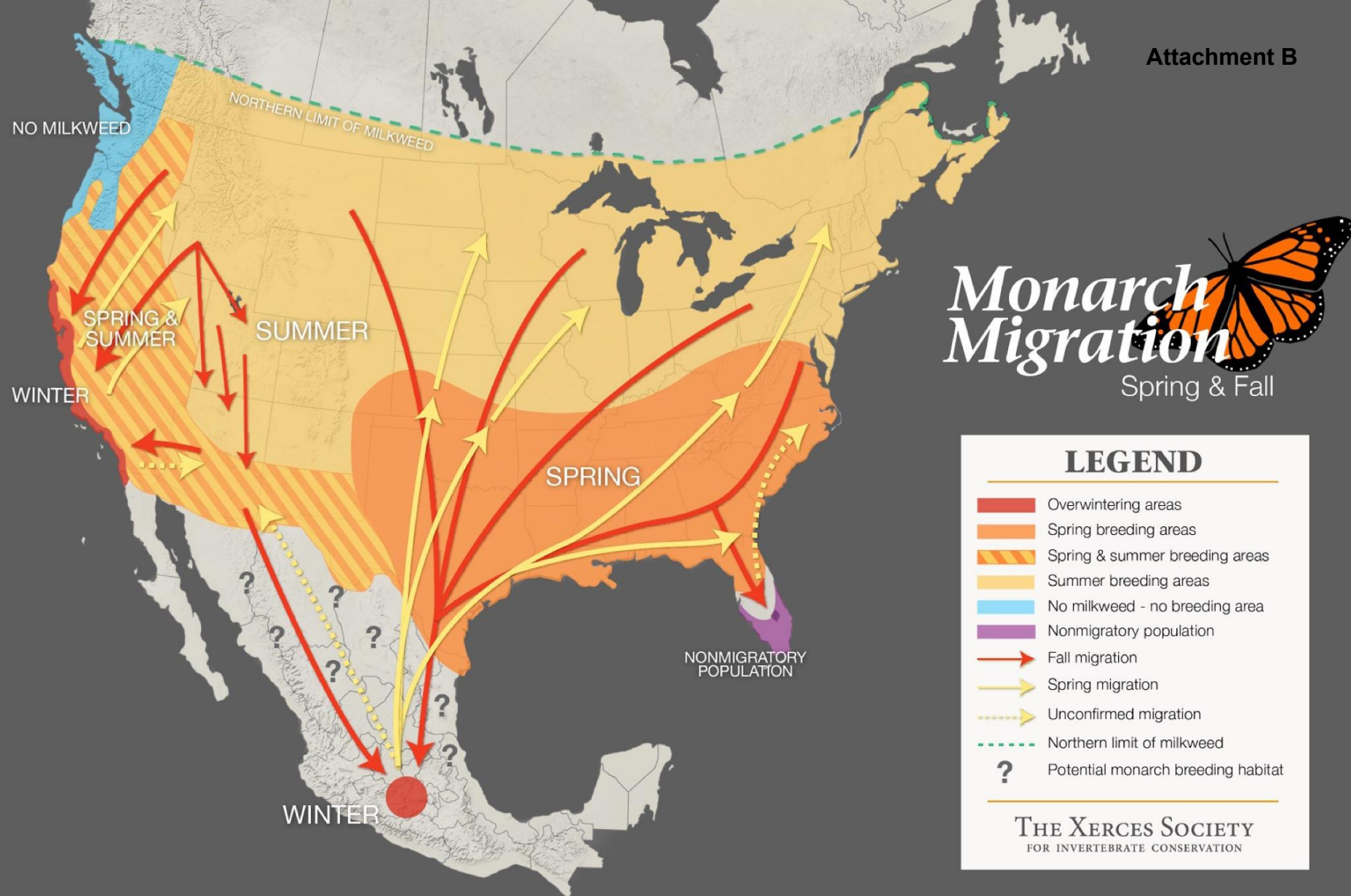
THE BALTIMORE SUN

Chicago Tribune



MONARCH BUTTERFLY

Colorful, iconic and easily recognizable, monarchs are found throughout the country and are famous for their massive multi-generational migrations across North America.



FLORIDA HAS THE ONLY NONMIGRATORY POPULATION OF MONARCHS.

Attachment B

Over the last twenty years US monarch populations have dropped 50% west of the Rockies and 90% east of the Rockies...



1996

1 billion counted at Mexico
wintering grounds



2014

35 million



2016

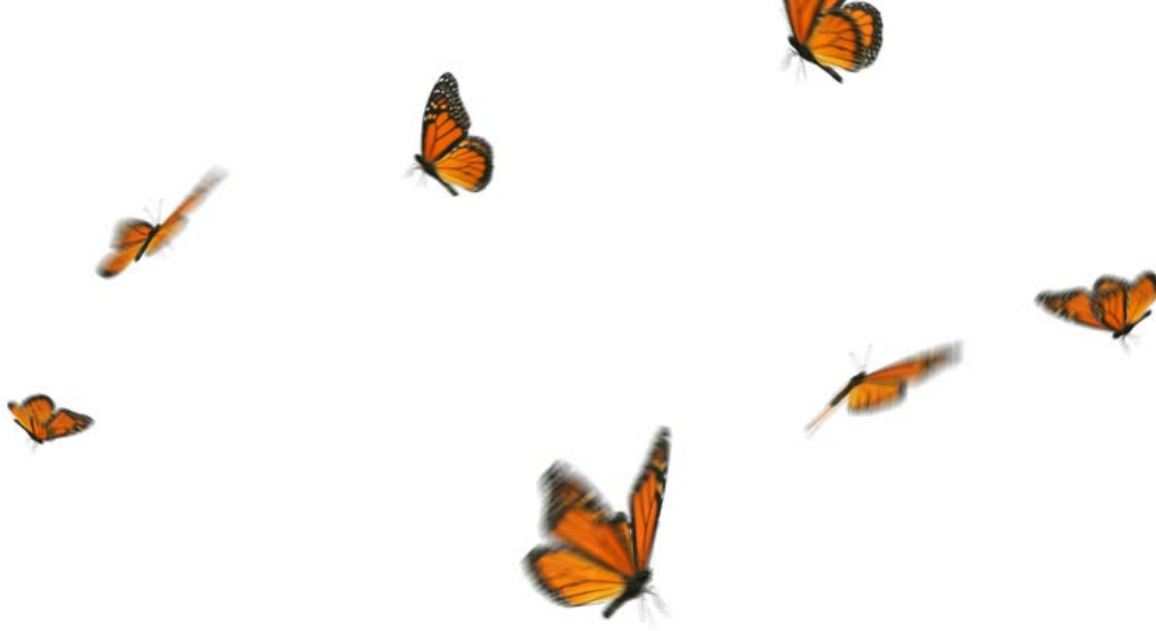
140 million

2036

Up to fifty-seven percent chance of functional extinction.

--Scripps Institute of Oceanography and USGS Study, March 2016





In 2014 the federal government estimated that native, wild pollinators like monarch butterflies contribute \$9 billion in crop benefits. The federal government is currently considering the monarch butterfly for endangered species status.



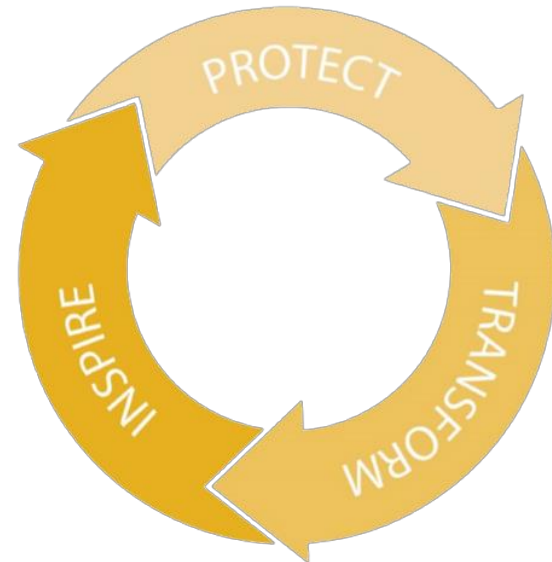


NARRATIVE

The most powerful narrative of this Migrating Mural will address the behavior, biology and sociology of the monarchs, the threats they face, and how they relate to TNC's five pillars of focus.

MURALS AND INSTALLATIONS COULD FOCUS ON:

- Timing of 4th generation monarchs migrating south to Mexico from Canada.
- Timing of 1st, 2nd and 3rd generation monarchs as they make their way back to Canada.
- Showcasing different life stages, from caterpillar to chrysalis to butterfly.
- Meanings they have in human cultures, etc.



ADDITIONAL CAMPAIGN ACTIVATIONS

Attachment B

- Truck/Airline Industry Partnerships
- Docu-Series – Anchored by the Ink Dwell team, each episode focuses on a new artist (or artists) creating a Migrating Mural.
- Billboard Campaign
- Milkweed/native flora planting





POTENTIAL LAUNCH SITES

FLORIDA

- Orlando
- Miami
- Jupiter
- Tallahassee

OHIO

- Canton
- Cincinnati

SOUTH CAROLINA

- Charleston

CALIFORNIA

- San Francisco
- Monterey
- Los Angeles
- San Diego

ARKANSAS

- Bentonville/NW Arkansas

THANK YOU!

